

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1(Currently Amended). A method of accessing classification information of different advertisements from different sellers on a web based system through customer owned personal handheld display devices, until a finite selection point is achieved by users without inputting any search queries, the users include both buyers and sellers, each user having an interest in at least one of: a good, ~~a make, an item,~~ and a service, comprising the steps of:

providing a customer owned personal handheld telephone accessible display device that is selected from at least one of a pager, a cell phone, and a PDA(personal digital assistant);

providing a remote web site having advertisements from different sellers, wherein the advertisements include listed advertisements of different goods by different sellers, and listed advertisements of different services by different, each of the sellers;

connecting to the remote web site via the world wide web, solely through existing wireless telephone lines, by a customer using the customer owned personal handheld display device from a location remotely located away from the remote web site, the customer adapted to include a buyer;

accessing and viewing the remote web site having a first main menu page of category headings of the advertisements from the different sellers by the customer owned handheld display device solely through the existing wireless telephone lines at the location remotely located away from the remote web site;

first selecting and viewing at least one of the category headings on the first main menu page on the customer owned handheld display device;

accessing and viewing a second menu page having first subcategory headings from the first selecting step on the customer owned handheld display device;

second selecting and viewing at least one of the first subcategory headings on the customer owned handheld display device;

accessing and viewing a third menu page having second subcategory headings from the second selecting step on the handheld display device, the second subcategory headings being solely listed in a single vertical column on the third menu page with separate second subcategory headings solely on each line;

third selecting and viewing at least one of the second subcategory headings by scrolling down the single vertical column on the third menu page on the customer owned handheld display device; and

repeating accessing and selecting and viewing by solely scrolling down only one single vertical column on each successive menu page on the handheld display device,

until the buyer user reaches an end of a menu series to a finite selection list of a classification that is listed in a single vertical column of selected advertisements from the advertisements from the different sellers, wherein interaction of the accessing of the first page, the second page, the third page, and the first selecting, the second selecting and the third selecting are navigated on the handheld display device without inputting any search queries;

viewing the single column of the finite selection list of the classification by scrolling down the finite selection list of the selected advertisements from the

advertisements from the different sellers on the handheld display device, without the inputting of any search queries;

requesting an unlisted item from the web based system by the a-separate buyer-user, the unlisted item being selected from one of: a selected good and a selected service; instantly notifying the buyer-user through the customer owned handheld display device, when the unlisted item has been placed by a seller-user to the web based system, which matches the unlisted item; and

allowing the buyer-user to purchase the unlisted item from the seller-user.

Claim 2(Previously Presented). The method of accessing classification information from the different advertisements from the different sellers, of claim 1, wherein the steps of accessing of the first page, the second page, the third page, and the first selecting, the second selecting and the third selecting include at least one of: a user navigating each accessing and selecting step by point and click, and the user navigating each accessing and selecting step by voice command using the customer owned handheld display device.

Claim 3-5(Canceled).

Claim 6(Previously Presented). The method of accessing classification information from the different advertisements from the different sellers of claim 1, wherein the category headings include:

headings for: agriculture, aircraft, antiques, automobiles, boats, heavy equipment, heavy trucks, industrial, medical, pickup trucks, recreational vehicles, and sport utility vehicles and vans.

Claim 7(Previously Presented). The method of accessing classification information from the different advertisements from the different sellers of claim 1, wherein the category headings include different types of vehicles, and the first subcategory headings when selecting anyone of the different types of vehicles includes headings for: makes, items, and services.

Claim 8(Previously Presented). The method of accessing classification information from the different advertisements from the different sellers of claim 1, further comprising the step of:

solely listing the first subcategory headings on the second menu page in a single vertical column and selecting from the single vertical column of the first subcategory by scrolling down therethrough.

Claim 9(Previously Presented). The method of accessing classification information from the different advertisements from the different sellers of claim 1, further comprising the step of:

solely filtering and sorting the finite selection list of the classification into a filtered and sorted list; and

viewing the filtered and sorted list, wherein filtering and sorting only occurs at the finite selection.

Claims 10-22(Canceled).

Claim 23(Currently Amended). A method of accessing classification information on a web based system through customer owned handheld display devices of different advertisements from different sellers until a finite selection point is achieved , comprising the steps of:

accessing a remote web site having a first main menu page of category headings of advertisements from different sellers by an external end user to the web based system solely through existing wireless telephone lines, by a customer owned handheld display device that is selected from at least one of a pager, a cell phone, and a PDA(personal digital assistant);

first selecting at least one of the category headings on the first main menu page; accessing a second menu page having subcategory headings from the first selecting step;

second selecting at least one of the subcategory headings;
repeating accessing and selecting until the external end user reaches an end of a menu series to a single vertical column of a finite selection list of a classification, the classification information includes both listed advertisements of different goods by different sellers, and listed advertisements of different services by different seller;

solely filtering and sorting only the finite selection list of the classification into a filtered and sorted list by the external end user to the web site; and viewing the filtered and sorted list through the customer owned handheld display device;

requesting an unlisted item from the web based system by the external end user a separate buyer user, the unlisted item being selected from: a selected good and a selected service.

instantly notifying the external end user separate buyer user through the customer owned handheld display device, when the unlisted item has been placed by a seller user to the web based system, which matches the unlisted item; and

allowing the external end user buyer user to purchase the unlisted item from the seller user.

Claim 24(Currently Amended). A method of accessing classification information on a web based system through customer owned handheld display devices of different advertisements from different sellers, comprising the steps of:

accessing a web site having a first main menu page of category headings of different advertisements from both different sellers of different goods and from different sellers of different services, by an external end buyer-user to the web based system solely through existing wireless telephone lines, with a customer owned handheld display device that is selected from at least one of a pager, a cell phone, and a PDA(personal digital assistant), the external end buyer-user being a buyer for at least one of: a good and a service;

first selecting at least one of the category headings on the first main menu page;
accessing a second menu page having subcategory headings of goods and services
from the first selecting step;

second selecting at least one of the subcategory headings;
repeating accessing and selecting until the user reaches a single vertical column of
a finite selection list of a classification that includes a finite list of advertisements by
sellers, each of the sellers listing at least one of: goods, ~~makes, items~~ and services;
requesting an unlisted item from the web based system by the buyer-user, the
unlisted item being for at least one of: a new good, ~~a new make, a new item~~ and a new
service, that is currently not available on the web based system;
instantly notifying the buyer-user through the handheld display device when the
unlisted item has been immediately placed by a seller-user to the web based system,
which matches the unlisted item by notifying the buyer-user; and
allowing the buyer-user to purchase the unlisted item from the seller-user using
the customer owned handheld display device.

Claims 25-31(Canceled).

Claim 32(Previously Presented). The method of accessing classification information
from the different advertisements from the different sellers of claim 23, wherein the
category headings include different types of vehicles and equipment, and the subcategory
includes: makes, items and services.

Claim 33(Previously Presented). The method of claim 32, wherein the different types of vehicles are selected from at least one of: automobiles and trucks and aircraft and boats, and the different types of equipment are selected from at least one of: industrial equipment and agricultural equipment and medical equipment.

Claim 34(Previously Presented). The method of accessing classification information from the different advertisements from the different sellers of claim 24, wherein the category headings include different types of vehicles and equipment, and the subcategory includes: makes, items and services.

Claim 35(Previously Presented). The method of claim 34, wherein the different types of vehicles are selected from at least one of: automobiles and trucks and aircraft and boats, and the different types of equipment are selected from at least one of: industrial equipment and agricultural equipment and medical equipment.